

# CHRISTIAN STATESMAN

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No. 6

## T E N   W O R D S

"I rode to Chicago on an airplane a short time ago with a very influential man from New York. I gave him this business all the way from Laguardia Field to the Midway Airport. He sat silently, stoically listening and nodding. Finally he began to take notes. I felt encouraged and gave him more: but when he left the airplane he gave me his notes. He said: "Manion, watch your blood pressure, my friend." He said: "You can't do anything about this despotic trend. The fate of our civilization is in the cards. Here," he said, "is the 10-word cycle of civilization. It has happened to everybody; it will happen to us." The 10 words burned themselves into my recollection.

Do you know them? Ten short words—none of them very sweet.

Civilization begins in "bondage." Bondage is word No. 1.

And out of bondage comes "faith in God," word No. 2.

And with faith in God comes "courage," and it comes from no other place. Courage is word No. 3.

And with courage, men acquire their "liberty," No. 4.

And after liberty comes "abundance," word No. 5.

And then, after abundance, "Selfishness."

And after selfishness "complacency."

And then after complacency, "apathy."

And after apathy "dependency," the "gimme" stage.

And after that back to bondage again: Bondage to bondage in 10 fateful steps.

Where are we on this vicious circle of civilization? Would you hazard a guess? We have passed the point where faith gave us liberty

and procured abundance. Are we in the stage of selfishness, or complacency, or apathy, or perhaps even dependency? God save the mark."

—From a speech by Clarence Manion and printed in the magazine "We The People." The above portion was reprinted in the Congressional Record.

While we do not agree with all the implications in the above quote since we believe that the destiny of civilization does not rest on "fate" nor is it written "in the cards," but is in the hand of Almighty God, before Whom men and nations are accountable, yet there is much in these words for us to ponder.

Must civilizations always follow this vicious circle? Is there no way of escape? No hope for nations? No way out for civilization? We believe there is. It is found in the second word, "faith in God," faith in God of the Bible, the God who has revealed Himself to us in the person of His Son, the "same Jesus who is both Lord and Christ." The civilization that is founded on this faith and maintains this faith will survive.

Such faith, however, must be sustained. Too often "faith in God" has been used merely as an escape from bondage, and then discarded or neglected. Too often, with civilizations as with individuals, faith in God has been "as a morning cloud which appeareth for a little while and then vanisheth away." When that happens, the vicious cycle of the "ten words" is inevitable.

With America it must be back to God, back to the Bible, to the Word—to Christ, who "in **all things** must have the pre-eminence," if our nation—our civilization—is to survive. There is no other way.



# LIQUOR ADVERTISING

Dr. R. H. Martin

*(This article was prepared at the request of Bishop Wilbur A. Hammaker for publication in the September issue of PROGRESS, organ of the International Reform Federation)*

In preparing this article for the current issue of PROGRESS, I am motivated by the following three things:

**First,** My desire to comply with Bishop Hammaker's request for an article and his preference that it be the story of my task as Chairman of the Committee Against Liquor Advertising of the National Temperance and Prohibition Council.

**Second,** My esteem and affection for my friend and brother, Clinton N. Howard, who for many years and until his recent home-going was Editor of PROGRESS and a member of our Committee Against Liquor Advertising.

**Third,** My conviction that I am under a Divine Commission to fight the Liquor Traffic and that active opposition to liquor advertising is an effective means of fighting it. This conviction is based in particular upon two passages of Scripture:

(e) "To this end was the Son of God manifested that He might destroy the works of the devil."—I John 3:8.

(b) Jesus' message to his disciples at the close of his Earthly Ministry—"As the Father hath sent me, so send I you."—John 20:2.

My story begins some 20 years ago. I believe I was the first one to bring this matter of liquor advertising before the Council. I said it was being used effectively in increasing the sale and consumption of alcoholic liquors, that it should be opposed, that it was a national problem, should be opposed nationally, and that the National Temperance and Prohibition Council with its 23 National Constituent bodies representing from twenty-five to thirty million Americans was the logical body to take the lead in opposing it. The Council agreed, and thus begins my story.

Just why I was chosen Chairman of the Committee to have charge of carrying forward the program of opposing liquor advertising I do not know, unless it was because of my having brought the matter to the attention of the Council. Certainly, I had no thought of getting for myself a job, for I already had a **full-time job** as President of the National Reform Association (one of the members of the Council) and Editor of its organ, the CHRISTIAN STATESMAN. Nevertheless, believing it to be a call to duty, I accepted the position and have been continued as Chairman to the present time.

At this early date very little information regarding liquor advertising was available. How much was the Industry spending in advertising? No one

knew. One member of the Council said, as much as 15,000,000 a year. Another said it was more than this. I said it was **much** more. Their estimates were mere guesses. So was mine. I said before we would get anywhere in opposing this advertising, we must obtain some definite and reliable information on which to base our opposition, and that if I was to continue as Chairman of the Committee we would obtain it.

Thus began a laborious and difficult task in research which has been carried on over the years until the present time.

## Sources of Information

We realized that the source of information must be of such character as would be regarded as reliable by the general public. Consequently we passed up in large measure Temperance Sources.

Our first and chief source of information has been the Government, chiefly the various branches of the U. S. Government, but including State Government as well, such as, the U.S. Department of Internal Revenue, the U.S. Department of Commerce, the U.S. Trade Commission, U.S. Department of Justice. Also, Liquor Control Commissions and Highway Safety Departments of State Governments.

Next in importance is business sources—those dealing with advertising in general (including advertising of alcoholic beverages) from a purely business point of view, of which there are many—magazines, journals, books, etc., containing information on advertising of alcoholic liquors in magazines, newspapers, radio, television, outdoor and other advertising media, one of which is worthy of special mention, ADVERTISING AGE, from which we obtain invaluable information from year to year.

A third source of information is from publications of those engaged in the liquor business. For example, The Distilled Spirits Institute—, representing the big Distillers and from the Wine Institute.

Now and again we get valuable information from some big distiller or brewer who wants to let the public know how big and prosperous his company is. He gets a write-up in some journal in which he tells how many million he spends in advertising a certain brand of liquor, or how many million barrels of beer his company sells in a year and how many million he spends in advertising it.

Bringing together the information we are able to obtain from all sources, we arrive at the approximate amount the entire liquor business spends

(Continued on page 6)



# AN HONORABLE RECORD



*Renwick Harper Martin, D.D.*

The Reverend Renwick Harper Martin, D.D., has been an outstanding leader in the field of Christian Citizenship for nearly half a century.

A native of the state of Ohio, he graduated from Geneva College and later took graduate work in the field of political science at Columbia University.

Dr. Martin was ordained and installed pastor of the College Hill Reformed Presbyterian Church on February 1, 1899. After a rewarding pastorate of 17 years he accepted the presidency of Geneva College where he also taught political science throughout the four years he served with the college.

His work with the National Reform Association began in 1910 as a speaker on various phases of the Association's program. He performed this service in addition to his responsibility as Pastor of the College Hill Church. This service was interrupted in 1924 when he began almost four year's service as a Director of the Department of Sabbath Observance of the Board of Christian Education of the Presbyterian Church, U. S. A. He returned to the leadership of the National Reform Association where for the past twenty-seven years he has served as President of the Association and Editor of its organ, *The Christian Statesman*.

Throughout these years Dr. Martin has cooperated with other groups in the cause of temperance and moral reform. Particularly outstanding has been

his research in the field of liquor advertising in behalf of the National Temperance and Prohibition Council as Chairman of its Committee Against Liquor Advertising.

He has been practically interested in promoting nonsectarian religion and the wider reading of the Bible in the public schools. He was instrumental in securing the passage of a law for required Bible reading in the schools of Kentucky and promoted similar campaigns in Michigan and Arkansas.

In addition to the many miscellaneous articles, pamphlets and booklets written by Dr. Martin, he is the author of two books, "The Day," dealing with the Sabbath, and his latest, "Our Public Schools—Christian or Secular." His extensive writing and numerous addresses have given creative leadership in this cause throughout the United States and especially in California. During the past 20 years he has prepared for widespread distribution a series of Liquor Facts leaflets and folders. Millions of these have been distributed throughout the churches and public schools.

Dr. Martin retires from the active leadership of the National Reform Association with a long and notable record of achievement. It is an honor to pay him a deserved tribute and to ask that Almighty God shall continue to bless him in his devotion to the cause which has enlisted his heart and soul and to reward him with the joys of happy memories in his retirement from our Association.

## NINETY-SECOND ANNUAL DINNER

(Concluded from page 5)

He stressed the fact that while the passing of the years brings inevitable changes in personnel and leadership the Cause of National Reform must continue to go forward.

At a meeting of the Board of Directors immediately following the dinner-meeting, the following officers of the Association were re-elected: Rev. Kermit S. Edgar, secretary, and Knox M. Young, treasurer. Mrs. Helen P. Tucker, office secretary, was elected assistant treasurer. Dr. J. R. Patterson was elected editor of the *Christian Statesman*.

Dr. Martin was elected President Emeritus of the Association and was granted a small monthly pension for life.

There was some discussion about changing the title of the chief executive officer from that of President to that of General Superintendent, which was formerly used. For this reason, the president and the vice-president of the Association were not elected at this meeting, nor was the title of Dr. Patterson, who succeeds Dr. Martin as the chief executive officer, decided upon. These items are to be taken up at the next meeting of the Board.

Rev. Kermit S. Edgar



**THE CHRISTIAN STATESMAN**

Devoted to Christian Political and Social Science

*Founded in 1867**Official Organ of***THE NATIONAL REFORM ASSOCIATION**

An organization of Christian citizens founded in 1863

*Published Bi-Monthly*January, March, May, July, September and November  
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Pittsburgh 22, Pa.

Rate, \$1.50 a year, payable in advance.

*"Second class mail privileges authorized at Pittsburgh, Pennsylvania."***BLASPHEMING THE DAY**

With the coming of the Christmas Season the annual increase in liquor advertising is making its appearance in magazines and newspapers. Always, there is a tremendous buildup in the advertising of alcoholic beverages as the holiday season approaches, as if Christmas and liquor somehow belong together. There isn't the remotest connection between them. One is the very antithesis of the other. Christ came to save. Liquor destroys. Christ came to lift men up. Liquor casts them down. Christ came to set men free. Liquor enslaves them. Christ came to promote peace. Liquor creates strife. The angels sang at Christ's birth "Peace on earth, good will toward men." But with liquor the season which commemorates His birth is turned into a bacchanalia of debauchery and drunkenness, which when it has passed, leaves behind the palor of death.

What a difference there would be if at this season there was a turning, not to the bottle, but to the Bible, not to carousing but to Christ, not to the tavern but to the temple. And how different the headlines the following morning would be. There would be no increase in highway slaughter, no increase in broken bones and mangled bodies. Instead of sorrow in many homes there would be joy and gladness.

O, America! "Wherefore do you spend your money for that which is not bread and your labor for that which satisfieth not?"

**SUIT AGAINST THE TREASURER  
OF THE UNITED STATES**

Mr. Frank C. Hughes of Minneapolis, Minnesota, an elderly atheist, has brought a civil action complaint against Ivy Baker Priest, treasurer of the United States. This complaint was recently filed in the United States District Court for the District of Columbia in an effort to stop the use of public money for the support of chaplains in the armed services.

Among the reasons advanced by Mr. Priest for pursuing this action, he cites the McCollum, Champaign, Illinois School case by declaring, "The employment of such chaplains is contrary to the Constitution of the United States as set forth by the

Supreme Court of the United States in the *Everson v. Board of Education* (1947), 330 U. S. 1, and reaffirmed by the Supreme Court of the United States in *McCullum v. Board of Education* (1948), 333 U. S. 203."

In rendering the decision on the McCollum case the Supreme Court declared:

"We have staked the very existence of our country on the faith that complete separation between the state and religion is best for the state and best for religion."

It is our firm conviction that the court erred seriously in this decision in making the church and religion identical. Nothing could be more disastrous to the state and to religion "than to confine religion within the walls of the church and exclude it from the life of the state."

In ruling as it did on the McCollum case the Supreme Court threw wide open the door to all kinds of attacks on the Christian features in our national and governmental life. These features the National Reform Movement from its very inception has sought to uphold, strengthen and maintain. These features have been the secret of America's strength.

Concerning the far-reaching consequences of the ruling on the McCollum case, a critical editorial in the *Journal of the American Bar Association* reads:

"The latent consequences of the ruling could hardly be overestimated. It is an announcement by our Supreme Court on a fundamental principle not only of national policy, but of our civilization, and way of life. . . ."

"The McCollum case may be one of those fateful decisions which is ignored at the time and regretted in the future . . . The traditionally religious sections of our law, life and government are challenged by a judicial propensity" (this decision).

Whither bound, America?

**NINE-SECOND ANNUAL DINNER MEETING  
OF THE NATIONAL REFORM ASSOCIATION**

Over one hundred persons attended the ninety-second annual dinner meeting of the National Reform Association which was held on the evening of November 10, 1955 in the East Liberty Presbyterian Church, Pittsburgh, Pa.

The special feature of this meeting was the honoring of our retiring president, the Reverend Renwick Harper Martin, D.D., who laid down the leadership of the Association he had so long carried at this meeting. Dr. Martin had served as president, in a most able and acceptable manner, for over twenty-seven years.

Dr. W. W. McKinney, pastor of the Ambridge, Pa. Presbyterian Church, in his very amiable and eloquent way, presided as toastmaster.

The first speaker of the evening was Dr. D. H. Elliott, pastor of the Mars, Pa. R. P. Church, who



paid tribute to Dr. Martin using as his theme, "Dr. Martin—The Educator and Reformer." The second speaker of the evening was Bishop Wilbur E. Ham-maker, Methodist, President of the National Temperance and Prohibition Council of Washington, D.C., whose theme was "Dr. Martin—The National Temperance Leader." In each case the words fitly spoken were as baskets of silver.

Tribute in song was brought by Mr. Charles W. Schmitt, Director of Music of the Central Presbyterian Church, Tarentum, Pa., who sang two numbers "How Beautiful Upon The Mountains" and "The Lord is My Light."

Dr. McKinney, in words well chosen, presented Dr. Martin with a generous purse made up by contributions for this purpose which came from far and near. Also presented was a beautiful leather back loose leaf book with Dr. Martin's name and term of service as president inscribed in gold on the front cover and filled with testimonial letters from friends and fellow laborers locally and throughout the nation.

A resolution from the Western Penna. Sabbath Association was read by Dr. Walter L. Moser, commending Dr. Martin for his long and faithful service as a reformer.

Dr. Martin was at his very best in response. He paid special tribute to the Board and to his former secretary, Mrs. Stapf, and he appealed for support for Dr. Patterson in whose leadership he expressed complete confidence. The hearts of all were deeply moved as this great warrior in the cause of temperance and moral reform laid down his mantle.

Dr. Martin presided during the business meeting which followed, at which reports of the treasurer, auditing committee, nominating committee and resolutions committee were read and acted upon.

The following persons whose terms expired with this meeting were elected to succeed themselves on the Board of Directors: Rev. Ross M. Haverfield, Rev. Vance Yarnelle, Rev. Harold R. Tolliver, Rev. Kermit S. Edgar, S. K. Cunningham, Z. H. Rodes, Frank H. Davis, S. Gordon Thompson and W. A. Bliss.

Dr. Walter R. Young, pastor of the 2nd United Presbyterian Church of Wilkinsburg, was elected to fill the vacancy on the board created by the removal of Rev. J. Allen Kestle, D.D., to Minnesota.

Following the reports of the committees, Dr. J. R. Patterson, who has been serving as executive secretary for the past four years and who succeeds Dr. Martin in the responsibility of leadership, was introduced and spoke briefly on "Plans For The Future." He paid high tribute to Dr. Martin, his predecessor, and asked for the prayers and the support of all the friends of the National Reform movement as he undertakes this great responsibility.

(Concluded on page 3)

## CALIFORNIA CHRISTIAN CITIZENS ASSOCIATION HOLDS ANNUAL MEETING

The Annual Meeting of the California Christian Citizens Association, an affiliate of the National Reform Association, was held in the first Baptist Church, Los Angeles, on the evening of November 18th, with fifty persons in attendance.

Rev. Curtis Clair Ewing led the devotional service. Dr. David C. Calderwood, Executive Vice-President, reported on rallies held in various places since the previous meeting: two in Los Angeles, one in Santa Ana, one in San Diego, one in Fresno and one in San Francisco.

A summary of criticisms, prepared by Dr. R. H. Martin, in the form of an open letter to Attorney-General Brown, who in his opinion on June 10 1955, agreed with the late Attorney-General Webb that "Reading of the sacred Scriptures in public school classrooms would constitute governmental preference in favor of Christianity" was read by Dr. Frank Dyer.

Also an open letter to Attorney General Brown, prepared by Mrs. P. de Shishmareff, President of the California League of Christian Parents, was read, adopted, and ordered sent, to the Attorney General.

A committee was appointed to investigate the possibility of getting a test case into court on the question.

The main address of the evening was given by Rev. Walter McCarroll, D.D., who spoke on "The Place of Christianity in the Administration of Civil Government." He pointed out in his address that the question of religion and Bible reading in government schools is but a phase of religion in government, and presented the Biblical, Philosophical and Historical Bases for the place religion has in the affairs of government.

Mrs. Jean Smith was elected to fill the vacancy in the 1956 class of the Board created by the Rev. Elmer G. Russell's moving to Chicago. Dr. R. E. Smith was elected to the class of 1957. The following persons were elected to the class of 1958. Rev. Walter McCarroll, D.D., Rev. Curtis Clair Ewing, who succeeded themselves, and new members, Col. Herbert L. Herberts, who carried out the educational part of General MacArthur's program in Japan with great success, Rev. R. Paul Robb, pastor of the First R. P. Church of Los Angeles, and Rev. Glenn E. McFarland, pastor of the R. P. Church of Santa Ana.

Also the following officers of the Association were elected: President, Walter McCarroll; Executive Vice-President, David Calderwood; Recording Secretary, Mrs. Jean Smith; Corresponding Secretary, Miss Kathryn Marshall; Treasurer, Dr. R. E. Smith; Chairman Finance Committee, Herbert L. Herberts;

(Concluded on page 8)



## LIQUOR ADVERTISING

(Continued from Page 2)

from year to year in advertising its products. At the time we first obtained reliable information it was approximately \$100,000,000 a year. It has been increasing from year to year until now it approximates something over one quarter of a billion dollars a year.

### Method of Approach

Although dealing with a controversial subject, we never conceal our identity. Whether contacting government, business representatives, or those *engaged* in the liquor business, we state frankly who we are, whom we represent, what we are after. My usual approach, after giving my name, is, "I want you to know I am no friend of John Barleycorn. I am against the liquor business, but I am after *facts* on liquor advertising." I do this because I believe it to be the honest thing to do and as the result of my experience I believe it to be most successful method of approach. I have always been treated fairly and courteously by government and business officials and I can almost say the same of those representing the liquor business. In fact many of those whom I contacted personally or by letter have gone to considerable trouble to obtain the data I asked for.

### Character of Liquor Advertising

Our investigation extends beyond the amount of this advertising to its character—its false, deceptive, alluring character, concealing, and never revealing the dangers involved in the beverage use of alcohol and the train of evils that result from such use. Let the truth, the whole truth, and nothing but the truth that results from the beverage use of alcohol be told, the more of such advertising the better for the temperance cause. But this is deliberately and carefully excluded. Our task calls for exposing its deceptive and alluring character and setting forth its objective. To keep its business going at its present level the Liquor Industry has to get 1,000,000 new drinkers each year to take the place of the 1,000,000 drinkers that are passing into Eternity each year. Where shall it get them? Very largely from American Youth. The industry is out deliberately to catch them in their net. And advertising, the most insidious and diabolical, is the chief agency they are employing. And with the inevitable results that many of them will become drunkards and alcoholics.

### Publicizing the Facts

Our task involves not only obtaining the facts regarding the magnitude and false character of this advertising, but also giving wide publicity of the same, particularly placing it in the hands of temperance leaders of the country for their use in giving it still wider publicity. Until recently this was done by condensing this information in a report made each year at the Annual Meetings of the National

Temperance and Prohibition Council in Washington, D. C., in January. Extra copies of this report were provided, to the number of several hundred, and sent to temperance leaders and publications throughout America. Thus our data became widely used by the temperance leaders of our country.

### Crusade Against Liquor Advertising

Our publicity was largely limited as above until about four years ago when it was extended and intensified. On recommendation of our Committee to the Council, a "Crusade Against Liquor Advertising" was inaugurated. The purpose of the Crusade is to build up a public sentiment against liquor advertising and to focus this sentiment upon those in charge of the media—magazine, newspapers, radio, television, etc., which accept liquor advertising.

A large four-page circular containing full information with reference to how to proceed in bringing opposition to liquor advertising to bear upon those in charge of these media, was prepared. It gives the names and addresses of editors, publishers or owners of these media and factual materials for use in bringing influence to bear upon them. More than 100,000 copies of these circulars have gone to those interested, largely on orders. In addition, each year since the beginning of the Crusade, about four "Releases" of from 500 to 800 words on various phases of the Crusade have been published and sent to approximately 250 religious and temperance publications, with the request that they be published. Each of the Releases conclude with an appeal to participate in the Crusade. Thus the Crusade has become known widely throughout our country and hundreds of thousands are actively participating in it.

### With What Results?

In view of the fact that liquor advertising has been increasing from year to year, and is now at an all-time high of over a quarter of a billion a year in spite of our efforts against it, it may be asked—What have you accomplished?

In the first place the wide publicity given to magnitude and character of liquor advertising has built up a public sentiment not only against this advertising but against the entire liquor business. If it accomplished nothing else our efforts have been worthwhile. In the second place it has furnished material that has been used effectively in the hearings before Committees of Congress on bills to curtail or prohibit in its entirety alcoholic beverage advertising in Interstate Commerce. Again it has coordinated efforts against liquor advertising and stirred temperance forces into action against it, which sooner or later will have its effect in curtailing this advertising. And it has the liquor interests worried.

Progress has been made. There is a wider and



Six leading tobacco companies spent \$72,934,891 in magazine, newspaper, radio, television and farm magazine advertising in 1954 to sell a total of 365,400,000,000 cigarets. There was a drop in sales for the industry as a whole, indicating that the cancer-and-health scare continued to affect people's ideas about cigaret smoking through 1954 as it did in 1953.

†—Filter Tip  
\*—King Size

\*\*—Regular and King Size  
\*\*\*—King Size and Filter Tip

The above figures compiled from the October 10, 1955 issue of ADVERTISING AGE. It should be noted that such important media as spot radio and T.V., outdoor, point of sale sampling etc. are not included which would make the total considerably higher.—J. R. P.

We urge the readers of PROGRESS to active participation in the Crusade. Secure a supply of the Crusade circulars. Use one yourself and place others with your friends for their use. Let the editors, publishers or owners of the media which accept

alcoholic beverage advertisements know where you stand on this issue. Commend those who refuse all such advertising. Be active Crusaders. These Crusade circulars can be obtained from the Committee Against Liquor Advertising, 209 Ninth Street, Pittsburgh 22, Pa., at a small cost as follows: 1 to 18 copies, 10 cents each; 25 to 36 copies, 8 cents each; 50 or more, 6 cents each.



**CHRISTIAN STATESMAN INDEX TO VOLUME XCIX**  
**Numbers 1 - 6—January, March, May, July, September, November, 1955**

|                                                                                                     | Number | Page |                                                               |   |    |
|-----------------------------------------------------------------------------------------------------|--------|------|---------------------------------------------------------------|---|----|
| Action Reversed (California Teachers' Ass'n.)                                                       | 1      | 5    | Prayers for Nation and Leaders                                | 4 | 7  |
| Alarming Increase in Crime and Juvenile Delinquency                                                 | 3      | 5    | Religious Acknowledgments in Preambles of State Constitutions | 1 | 6  |
| Attorney General Brown's Opinion of June 10, 1955                                                   | 4      | 8    | Religion in Our Penal Institutions                            | 1 | 7  |
| America's Disgrace and Peril                                                                        | 5      | 1    | Resolution by the Episcopal Convention—Diocese of Los Angeles | 1 | 10 |
| Address of Robert H. Stephens, D.D.                                                                 | 5      | 2    | Resolution for the 1955 Permissive Bill                       | 1 | 15 |
| An Honorable Record                                                                                 | 6      | 3    | Response to Safety Program Encouraging                        | 3 | 8  |
| Bible Blackout in California Public Schools                                                         | 1      | 8    | Secure Extra Copies (Christian Statesman)                     | 1 | 5  |
| Beaver County (Pa.) Project                                                                         | 5      | 6    | Senate Committee Hearings on Constitutional Rights            | 5 | 4  |
| "Beer Belongs"                                                                                      | 5      | 7    | Suit Against the Treasurer of the United States               | 6 | 4  |
| Booze Broadcasting Is A Beast                                                                       | 5      | 8    | To the Attorney General of California                         | 1 | 12 |
| Blaspheming the Day                                                                                 | 6      | 4    | The National Reform Association—Organized in 1863             | 1 | 14 |
| California Bible Bill by A. Q. Burns                                                                | 1      | 3    | The Bible in the Public Schools—Why Action Is Necessary       | 1 | 15 |
| California Christian Citizens Assn.                                                                 | 1      | 14   | The Decrease in Cigarette Sales in 1954 and the Reason for It | 2 | 2  |
| Crime and Juvenile Delinquency—Cause and Cure                                                       | 1      | 15   | The "Pittsburgh Experiment"                                   | 2 | 6  |
| Credit Vs. Responsibility                                                                           | 2      | 5    | The Fence and the Ambulance                                   | 3 | 1  |
| Clean-up-the-Mails Campaign of the U. S. Post-office Dept.                                          | 3      | 2    | The Message of "The Fence and the Ambulance" Applied          | 3 | 7  |
| California Christ Citizens Association Holds Annual Meeting                                         | 6      | 5    | The Beaver County (Pa.) Project                               | 4 | 3  |
| Cigarette Advertising—1954                                                                          | 6      | 7    | The Forward Look of the C.C.C.A.                              | 4 | 4  |
| Does Bible Reading in the Schools Cause Strife?                                                     | 1      | 5    | The Opinion of the Attorney General (California)              | 4 | 6  |
| Digest of the Report of the Resolution Committee of the National Temperance and Prohibition Council | 2      | 8    | "Think . . . Don't Drink" Poster Stamps                       | 5 | 6  |
| Dr. Martin's Mid-West Trip                                                                          | 3      | 4    | Ten Words                                                     | 6 | 1  |
| Defeated, They Still Carry On                                                                       | 3      | 5    | Why the Bible Should Be in Our Public Schools                 | 1 | 1  |
| Dry Paper Publishes Folders                                                                         | 3      | 6    | Why This Bible in the Schools Issue?                          | 1 | 4  |
| Dry Daily and Dry Weekly Newspapers in the United States                                            | 4      | 1    | What Value Has Bible Reading in the Schools?                  | 1 | 4  |
| Dr. Greenberg, Beer Is Intoxicating                                                                 | 4      | 2    | Why Not Drink Socially?                                       | 2 | 1  |
| Dr. Patterson at Camp Lambec                                                                        | 4      | 5    | Why Not Write A Letter?                                       | 5 | 5  |
| Education Without Character Dangerous                                                               | 3      | 7    | You Can Do Something for World Peace                          | 4 | 2  |
| Federated Legislative Committee Meeting (Pa.)                                                       | 2      | 4    | Youth Beware!                                                 | 5 | 8  |
| Forty-third I.C.E. Convention                                                                       | 4      | 5    |                                                               |   |    |
| Gambling and Liquor Bills Before the Pennsylvania Legislature                                       | 2      | 3    |                                                               |   |    |
| God and Legalized Gambling at Race Tracks                                                           | 3      | 3    |                                                               |   |    |
| Honorable Clinton N. Howard                                                                         | 5      | 3    |                                                               |   |    |
| Is Christianity A Sect?                                                                             | 1      | 9    |                                                               |   |    |
| Kefauver Scores Schools for Bypassing Religion                                                      | 5      | 5    |                                                               |   |    |
| Legal Status of Bible Reading in the Public Schools of the United States                            | 1      | 2    |                                                               |   |    |
| Letters to Attorney General of California                                                           | 1      | 11   |                                                               |   |    |
| Liquor Sellers Liability                                                                            | 2      | 4    |                                                               |   |    |
| Legalize Gambling?                                                                                  | 2      | 5    |                                                               |   |    |
| Liquor Facts Folders and the Public Schools                                                         | 3      | 4    |                                                               |   |    |
| Liquor on Passenger Planes                                                                          | 5      | 4    |                                                               |   |    |
| Liquor Advertising                                                                                  | 6      | 2    |                                                               |   |    |
| Methodist Conference Action (Bible in California Schools)                                           | 3      | 3    |                                                               |   |    |
| Moral Lines Win Over Party Lines                                                                    | 3      | 3    |                                                               |   |    |
| Maryland Governor For the Bible in Education                                                        | 4      | 4    |                                                               |   |    |
| New Film in Great Demand                                                                            | 3      | 4    |                                                               |   |    |
| Ninety-Second Annual Dinner Meeting of the National Reform Assn.                                    | 6      | 4    |                                                               |   |    |
| Our Public Schools—Christian or Secular                                                             | 1      | 13   |                                                               |   |    |
| One in 20,000                                                                                       | 2      | 4    |                                                               |   |    |
| Permissive Bible Reading Bill Before California Legislature                                         | 1      | 3    |                                                               |   |    |
| Plenary Business Session of the General Assembly of the National Council of the Churches of Christ  | 1      | 11   |                                                               |   |    |
| Pennsylvania Legislative Field Day                                                                  | 3      | 8    |                                                               |   |    |
| Prison Artist Paints 200th Christ Smile                                                             | 4      | 3    |                                                               |   |    |

### C. C. C. A. HOLDS ANNUAL MEETING

(Concluded from Page 5)

Chairman Radio Committee, Curtis Clair Ewing.

It was a good meeting, and one at which the groundwork was laid for attacking the adverse ruling of the Attorney General. To this end the following resolution to be used as a petition heading was adopted:

#### RESOLUTION

Since the Supreme Court of the United States has declared this to be a Christian nation; and

Since the Preamble to our State Constitution declares that our freedom comes from Almighty God; and

Since the right of the State to punish crime involves the duty to teach morality; and

Since the moral code of our country is founded on the Bible; and

Since Christianity is not a sect and the Bible is not a book of a sectarian character; therefore

We, the undersigned Christian citizens of the State of California, pledge ourselves to work for a reversal of Attorney General Brown's ruling, which is based on an erroneous interpretation of the Constitution and statutes of our State.

J. R. P.